

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 COME-00 ABF-01 PER-03 MMS-04

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R 241220Z JUN 75

FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 9420

UNCLAS TUNIS 3790

E.O. 11652: N/A

TAGS: AFSP, TS

SUBJ: FY-1977 COMMERCIAL BUDGET

REF: STATE 126829

1. U.S. PRIVATE SECTOR INTEREST IN INVESTMENT IN TUNISIA AS WELL AS INCREASING COMMERCIAL SALES INTEREST IN A GROWING MARKET BOTH FIT WELL INTO EVOLVING U.S.- TUNISIAN ECONOMIC RELATIONS, BUT BOTH ALSO REQUIRE THAT SUBSTANTIALLY INCREASED EMBASSY RESOURCES BE DEVOTED TO COMMERCIAL ACTIVITIES. INAUGURATION OF U.S.-TUNISIAN JOINT COMMISSION WITH SUBCOMMISSION IN TRADE AND INVESTMENT FURTHER ILLUSTRATES GROWING IMPORTANCE OF U.S. COMMERCIAL ACTIVITIES IN TUNISIA. MORE ATTENTION IS ALSO NEEDED FOR GENERAL ECONOMIC REPORTING, PARTICULARLY VOLUNTARY REPORTING INTENDED TO ADVANCE U.S. COMMERCIAL INTERESTS, AS WELL AS OVERALL GOALS HERE.

2. COMMERCIAL TRAVEL: DUE ARRIVAL NEW COMMERCIAL OFFICER SEPT. 1974 AFTER 3-MONTH GAP IN POSITION, EXCEPTIONALLY HEAVY FLOW OF VISITORS IN MID-WINTER, PLANNING FOR AMERICAN PAVILION TUNIS FAIR (WITH NO COMMERCE EXHIBIT DIRECTOR), PLUS DEPARTMENT'S LOCAL TRAVEL FREEZE IN EFFECT EARLY SPRING, NO POST SUPPORTED COMMERCIAL TRAVEL WAS POSSIBLE IN FY 1975. ALTHOUGH TUNIS IS COMMERCIAL CENTER OF TUNISIA, THERE ARE

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SUBSTANTIAL COMMERCIAL INTERESTS IN SFAX (TUNISIA'S

SECOND LARGEST CITY AND GROWING INDUSTRIAL AND PETROLEUM CENTER), BABES (CENTER OF PHOSPHATE INDUSTRY), THE SOUTHERN INTERIOR (PHOSPHATE MINING), BIZERTE (STEEL AND PETROLEUM REFINERIES, IMPORTANT SHIPYARD INSTALLATIONS), AS WELL AS IN THE TOURISM CENTERS (HAMMAMET, SOUSSE/MONASTIR, JERBA). TRAVEL TO IMPORTANT U.S. TRADE CENTERS IN EUROPE ON OCCASIONS OF SPECIALIZED EXHIBITS OF PRODUCTS USEFUL FOR TUNISIA WOULD ALSO BE ADVANTAGEOUS. PROJECTED COMMERCIAL TRAVEL BUDGET: FY 1976 - \$1000; FY 1977 - \$1100. NOTE ALL PROJECTIONS ARE FOR 12-MONTH FISCAL YEAR.

3. COMMERCIAL LIBRARY: "CUFF RECORDS" KEPT FOR FIRST TIME IN 1975 ON CL EXPENDITURES, YIELDING TOTAL OF \$600. THIS FIGURE DOES NOT INCLUDE NEWLY IMPOSED COST OF USDOC TRADE DATA (FT 410, FT 146) NOR FULL COST OF BRINGING LIBRARY UP TO STANDARDS PER STATE A-5348, JULY 2, 1974. PROJECTED COMMERCIAL LIBRARY BUDGET: FY 1976 AND FY 1977 EACH \$1500.

4. COMMERCIAL NEWSLETTER: POST PUBLISHES ITS OWN NEWSLETTER AND HAS RECEIVED NUMEROUS COMMENTS FROM TUNISIAN BUSINESS COMMUNITY ON ITS USEFULNESS AS A SOURCE OF INFORMATION ON NEW PRODUCTS AND U.S.-TUNISIAN ECONOMIC AND COMMERCIAL RELATIONS. NEWSLETTER CURRENTLY PREPARED BY E/C SECTION STAFF, PUBLISHED AND DISTRIBUTED BY USIS (SEE TUNIS A-56). DIRECT COSTS ARE \$30 PER ISSUE FOR POSTAGE; INDIRECT COSTS IMPUTED FROM TIME REQUIRED OF STAFF PLUS MATERIALS USED ARE \$300 PER ISSUE. AS WORKLOAD IN E/C SECTION INCREASES, IT MAY BE NECESSARY TO CONTRACT SOME TECHNICAL AND SECRETARIAL WORK ON NEWSLETTER THUS INCURRING GREATER DIRECT COSTS. PROJECTED BUDGET FOR DIRECT COSTS OF NEWSLETTER (BASED ON 5 ISSUES PER YEAR) : FY 1976 - \$750; FY 1977 - \$850. ESTIMATED FY 1975 DIRECT EXPENDITURES (3 ISSUES) \$90, INDIRECT \$1000.

5. COMMERCIAL CONTRACTUAL SERVICES: EMBASSY HAS IN PAST NOT HAD FUNDS FOR CONTRACTUAL SERVICES AND HAS THEREFORE BEEN UNABLE TO PROVIDE CERTAIN VALUABLE UNCLASSIFIED

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SERVICES TO U.S. BUSINESS COMMUNITY. AS EXAMPLE, LEGAL LANGUAGE IN TUNISIA IS ARABIC BUT EMBASSY WORKS FROM UNOFFICIAL FRENCH TRANSLATIONS - NEITHER BEING VERY USEFUL FOR MOST AMERICAN BUSINESSMEN. TRANSLATION INTO ENGLISH FROM ARABIC OF IMPORTANT COMMERCIAL LEGISLATION ON A TIMELY BASIS WOULD BE A VALUABLE SERVICE. CONTRACTUAL SERVICES AVAILABLE IN TUNISIA INCLUDE MARKET RESEARCH, TRANSLATION, FINANCIAL STUDIES,

COMPANY BACKGROUND STUDIES, INTERPRETING, ETC. ALL
 AT A REASONALBY SOPHISTICATED LEVEL OFTEN DONE BY
 PERSONS WITH SUBSTANTIAL U.S. UNIVERSITY TRAINING.
 CONTRACTUAL SERVICES ARE MEANS TO ALLOW
 EMBASSY TO INCREASE IMPORTANT ECONOMIC AND
 COMMERCIAL REPORTING WITHOUT SACRIFICE OF COMMERCIAL
 SERVICE NOW RENDERED. PROJECTED BUDGET FOR
 CONTRACTUAL SERVICES: FY 1976 - \$500; FY 1977 - \$750,
 ESTIMATED FY 1975 EXPENDITURES - \$75.

6. COMMERCIAL REPRESENTATION: FY 1975 ESTIMATED
 EXPENDITURES: \$1300;
 OUT OF POCKET COMMERCIAL REPRESENTATION IN THE
 NEIGHBOURHOOD OF \$500 FOR EMBASSY. PROJECTED BUDGET
 FOR COMMERCIAL REPRESENTATION: FY 1976 - \$2000;
 FY 1977 - \$2250.

7. RECAP: (12 MONTH FISCAL YEARS)

	FY 75 EST.	FY 76 PROJ.	FY 77 PROJ.
COMMERCIAL TRAVEL		0	1000 1100
COMMERCIAL LIBRARIES	600	1500	1500
COMMERCIAL NEWSLETTER			
DIRECT	90	750	850
3 ISSUES) (5 ISSUES)(5 ISSUES			
INDIRECT	1000	900	1000
COMMERCIAL CONTRACTUAL SERVICES	75	500	750
COMMERCIAL REPRESENTATION	1300	2000	2250
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TOTAL DIRECT	2065	5750	6450
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